



WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

AL Media  
222 W Ontario St  
Ste 600  
Chicago, IL 60654

# Contract # 2651263

**Schedule Dates** 10/10/16-10/14/16  
**Advertiser** Deborah Ross for Senate-D (111832)  
**Agency** AL Media (15629)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** DEBORAH ROSS (860479)  
**Salesperson** Millennium/CHI, Chicago (1094)  
**Sales Office** Millennium Chicago  
**Buyer Name** OBRZUT, BARB  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** DEBORAH ROSS  
DAN RAYMOND/REBECCA BERRY

**Date Entered** 10/01/16  
**Last Modified** 10/01/16  
**Entered By** Lisa Carter  
**CO-OP** No  
**Headline #** ECR25523090  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$468.00  
**Net Total** \$2,652.00  
**Sales Tax**

By Broadcast Month	Spots	Rate
Oct. 2016	11	\$3,120.00
<b>Grand Total:</b>	<b>11</b>	<b>\$3,120.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/10/16-10/14/16	2	:30	7A- ABC Good Morning America	2	X	X	X	X	X			2	\$120.00	\$240.00	Greensboro (WXLV)	GOOD MORNING AMERICA	10/1/16
2.0	Normal Line / SPOT (2)	10/10/16-10/14/16	2	:30	3P- Dr Phil	2	X	X	X	X	X			2	\$105.00	\$210.00	Greensboro (WXLV)	DR PHIL	10/1/16
3.0	Normal Line / SPOT (3)	10/10/16-10/14/16	2	:30	7P- Family Feud	1	X	X	X	X	X			1	\$340.00	\$340.00	Greensboro (WXLV)	FAMILY FEUD	10/1/16
4.0	Normal Line / SPOT (4)	10/10/16-10/14/16	2	:30	7:28-30P- Family Feud B	1	X	X	X	X	X			1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	10/1/16
5.0	Normal Line / Prime (5)	10/10/16-10/10/16	3	:30	7:57-8P- ABC-Dancing With The Stars (Monday)	1								1	\$850.00	\$850.00	Greensboro (WXLV)	DANCING W THE STARS	10/1/16
6.0	Normal Line / SPOT (6)	10/10/16-10/14/16	3	:30	11:35P- ABC-Jimmy Kimmel Live	2	X	X	X	X	X			2	\$40.00	\$80.00	Greensboro (WXLV)	KIMMEL	10/1/16
7.0	Normal Line / Prime (7)	10/14/16-10/14/16	3	:30	10P- ABC-20/20 (Friday)						1			1	\$500.00	\$500.00	Greensboro (WXLV)		10/1/16
8.0	Normal Line / Prime (8)	10/14/16-10/14/16	3	:30	10P- ABC-20/20 (Friday)						1			1	\$500.00	\$500.00	Greensboro (WXLV)		10/1/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Deborah Ross 10-7-16

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://spg.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



125 West 55th St  
New York, NY 10019

Contract # 25323090

Changes as of: 10/5/2016 at 12:08 PM

Version: Highlighting Makegood 1

CPE:

Agency: AL MEDIA

Flight: 10/10/16 - 10/16/16

Advertiser: Deborah Ross for Senate

Station: WXLV

Market: Greensboro-Winston Salem

Total \$: \$3,290.00

Total Spots: 12

222 W. ONTARIO ST  
SUITE 600  
CHICAGO, IL 60610

Product: DEBORAH ROSS

Agency Order #:

Buyer: BARB OBRZUT

Salesperson: DAN RAYMOND  
312-832-6634

Office: CHICAGO  
Primary Demo: Adults 35+  
Con Type: POLITICAL/VOTE

Assistant: REBECCA BERRY  
312-832-6605

Total CPP: \$153.74

Traffic #: 2651263

Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/10 - 10/10		Total Spots	Total \$	CPP	GRP
							10/10					
BON 9	M-F 6:58p-7:27p	3	FAMILY FEUD	\$170.00	2.3	30	1		1	\$170.00	\$73.91	2.3
TOTALS:							12		12	\$3,290.00	\$153.74	21.4

Makegood Comments

Date/Time	Action	Added by	Comment
10/05/16 12:09 PM	Accepted	REBECCA BERRY	Pls note add of spot, moving money/points from hl #25319308. Pls confirm, thanks!

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



**FEDERAL CANDIDATE**



**STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

**Date:**

I, Miles King (AL Media),

being/on behalf of: Deborah Ross, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Senate

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Deborah Ross for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jeff Leiter

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

8/2/2016

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

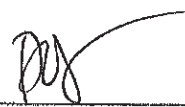
☐ Rejected



Signature

Allison Aldred

Printed Name



Title